

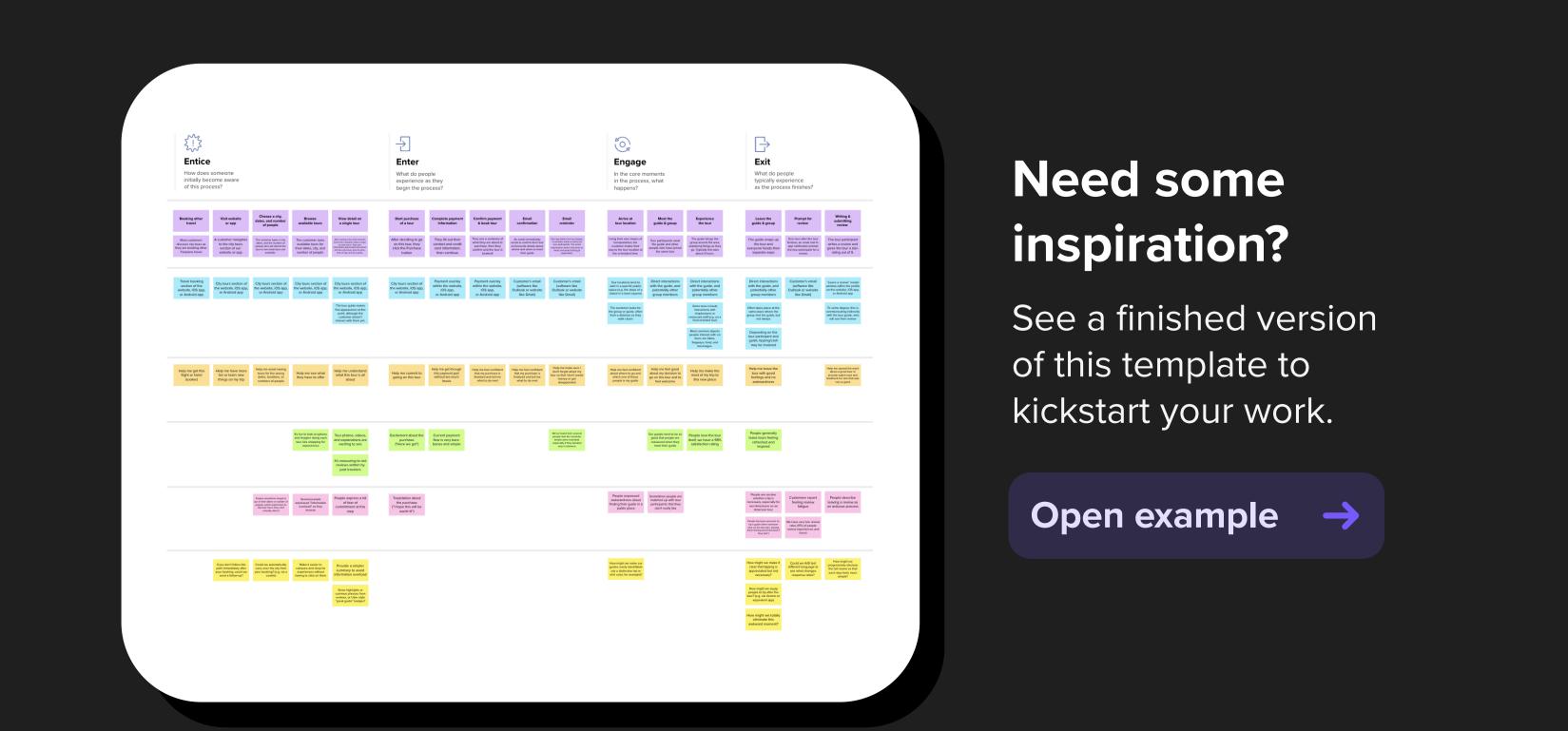
Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish.

When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

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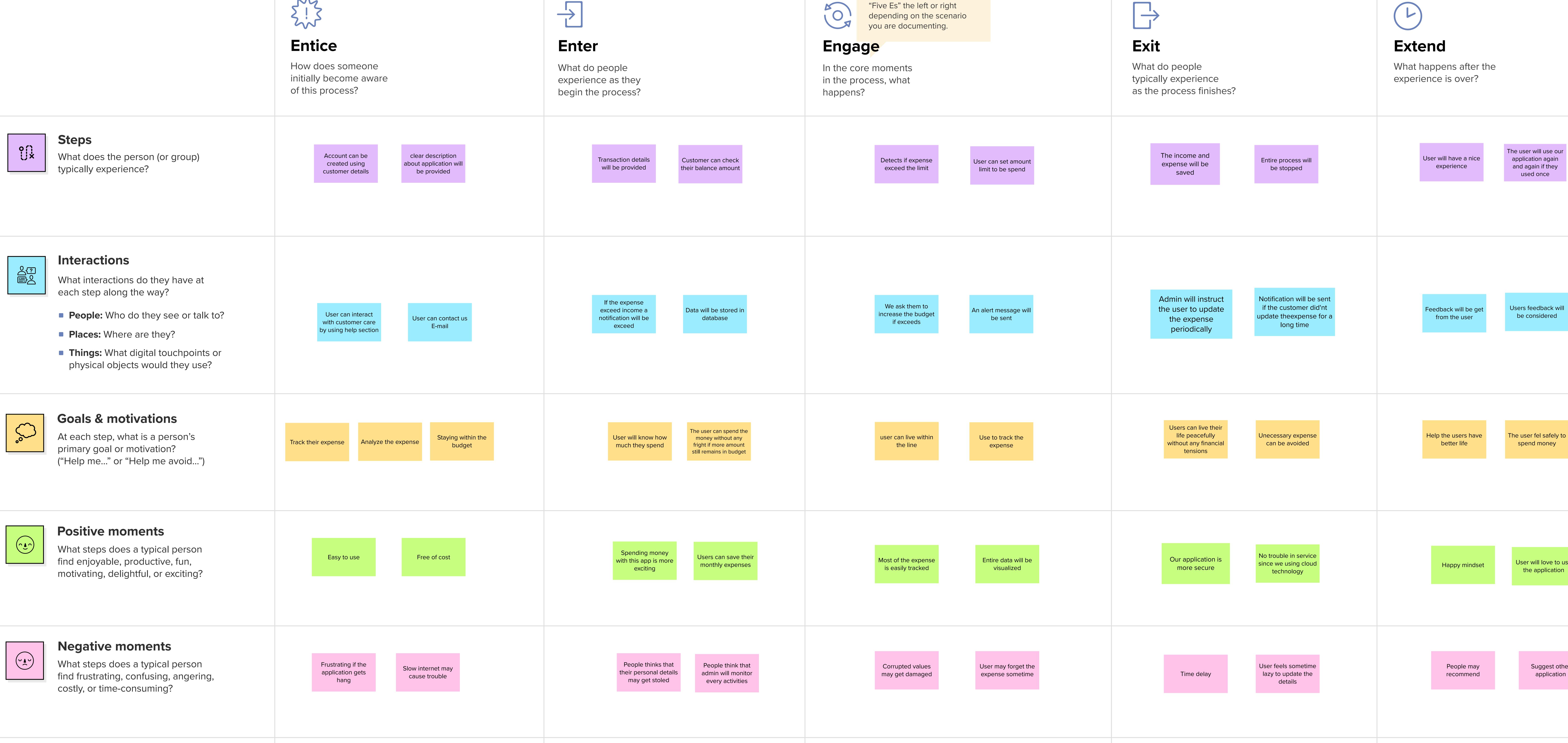




Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

Browsing, booking, attending, and rating a local city tour



As you add steps to the

Date: 04 October 2022

Maximum Marks: 4 marks

Team ID: PNT2022TMID20083

Project name: Personal Expense Tracker Application



Areas of opportunity

What have others suggested?